



Washington-area Baseball Poll Results

August 27, 2004

Area baseball fans vastly prefer that the team be located in Washington, DC instead of Loudoun County, VA

- 82% of area baseball fans prefer a ballpark in the District of Columbia rather than in Loudoun.
- Even among fans in Virginia, the DC site is preferred by a 2 to 1 margin (65%).
- Asked to rate the attractiveness of each site on a five-point scale, area baseball fans rate the DC site a 4.1 out of 5.0 while rating the Loudoun County site a 1.7 out of 5.0.

Baseball fans are much more likely to go to a game at a DC ballpark than a Loudoun County ballpark

- 85% of area fans say they are likely to attend a game at a ballpark in the District of Columbia (64% very likely).
- Fewer than half (44%) say they are likely to attend a game at a ballpark in Loudoun (just 21% very likely).
- On average, area baseball fans would attend 3 times as many games at a DC ballpark, attending 9 games a year at a DC ballpark but just 3 games a year in Loudoun.

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- Fans would go to fewer games in Loudoun because they think it is too far (40%), there is too much traffic (20%), and there is no metro access or public transportation (16%).
- 87% of fans living in the District say they are likely to attend a game at a DC ballpark, but just 33% say they would attend a game in Loudoun. The average fan in the District would attend 10.3 games a year at a DC ballpark but just 1.6 games a year in Loudoun.
- Nearly two-thirds of baseball fans who live in DC say it is “unlikely” they would attend a game at the Loudoun County site (63%), including 49% who say it is “very unlikely” they would attend a game in Loudoun.

African American baseball fans are much more likely to go to a game at a DC ballpark

- Among African American fans, 87% prefer the DC site.
- 84% of African Americans say they are likely to attend a game at a DC ballpark, while only 31% say they would attend a game in Loudoun.
- Nearly two-thirds of African American baseball fans say it is unlikely they would attend a game at the Loudoun County site (65%), including 51% who say it is “very unlikely” they would attend a game in Loudoun.
- On average, area African American baseball fans would attend almost 12 games a year at a DC ballpark (11.6) but less than 3 games a year in Loudoun (2.5).



A clear majority of those who will go to a game at a DC ballpark will be new ticket-buyers

- 56% of area fans would be new ticket-buyers at a DC ballpark—defined as people who have not attended an Orioles game this year but would go to at least one game a year at a DC ballpark.

A Loudoun-based franchise will not be a “Washington, DC” team

- Less than half of area fans would consider a team based in Loudoun County to be “a DC team” (48%).
- Only 40% of African American fans would consider a team based in Loudoun County to be “a DC team.”
- 1 out of 3 baseball fans living in the District (33%) say they will go to games at a Loudoun ballpark, compared to 87% who would go to a game at a DC ballpark.

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